

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 RSC-01 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

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FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 6634

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AMCONSUL CALI

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UNCLAS SECTION 1 OF 2 BOGOTA 0576/1

EO 11652: NA

TAGS: BEXP, CO

SUBJ: FISCAL YEAR 1976 COUNTRY COMMERCIAL PROGRAM FOR COLOMBIA

1. FOLLOWING ARE POST PROPOSALS FOR CAMPAIGNS TO BE INCLUDED
IN THE FY-1976 CCP FOR COLOMBIA:

A. CAMPAIGN WORKSHEET NO. 1: ENERGY SYSTEMS

CAMPAIGN MANAGER:

CAMPAIGN STATEMENT: ENERGY SYSTEMS CONTINUES TO BE ONE OF THE
MAJOR PRODUCT CATEGORIES IN COLOMBIA, REFLECTING THE GOVERNMENT'S
DECISION TO PUSH AHEAD WITH ITS ELECTRIFICATION PLANS.
SEVERAL MAJOR PROJECTS ARE STILL TO BE PUT UP FOR BID. TO A
LARGE EXTENT, PROGRESS WILL DEPEND ON GOVERNMENT WILLINGNESS
TO INCREASE ELECTRICITY RATES TO A LEVEL SUFFICIENT TO PERMIT
LOAN AMORTIZATION. POTENTIAL MARKET \$150 MILLION.

PROJECT OBJECTIVES:

WIDESPREAD DISSEMINATION OF PROJECT OPPORTUNITIES

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INCREASED US SHARE OF THE MARKET FOR ELECTRICITY GENERATION
AND DISTRIBUTION EQUIPMENT.

\$6 MILLION INCREMENTAL US EXPORTS.

ACTIVE EXIBANK CONSIDERATION OF PROJECTS

10 FOREIGN GOVERNMENT TENDERS

SIGN FIVE US FIRMS FOR PARTICIPATION IN US
PAVILION AT XI INTERNATIONAL FAIR (JULY 1976)

15 COLOMBIAN BUYERS TO THE INTERNATIONAL ENERGY ENGINEERING
EXPOSITION AND CONGRESS (CHICAGO, NOVEMBER 3-6).
ACTIONS BY SEPTEMBER.

1. CONTACT APPROPRIATE WORKING LEVEL OFFICIALS AT ICEL AND ISA
(CONTINUING).

2. CONTACT RELEVANT MINISTRY OFFICIALS REGARDING PLANNING AND
FINANCING (CONTINUING).

3. PREPARE AND SUBMIT DETAILED REPORT ON STATUS OF ENERGY
SYSTEMS PROJECTS.

4. PREPARE TWO PRESS RELEASES ON THE INTERNATIONAL ENERGY
ENGINEERING EXPOSITION AND CONGRESS.

5. PREPARE ONE NEWSLETTER ARTICLE ON THE INTERNATIONAL ENERGY
ENGINEERING EXPOSITION AND CONGRESS.

6. INITIATE DIRECT MAIL/PERSONAL VISIT CAMPAIGN TO RECRUIT
FOREIGN BUYERS GROUP TO THE INTERNATIONAL ENERGY
EXPOSITION AND CONGRES. BY DECEMBER 31.

7. CONCLUDE RECRUITMENT OF FOREIGN BUYERS GROUP TO
INTERNATIONAL ENERGY ENGINEERING EXPOSITION (CHICAGO, NOV.
3-6).

8. CONTACT REPRESENTATIVES OF US FIRMS REGARDING PARTICIPATION
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IN US PAVILION AT XI INTERNATIONAL FAIR. WORK WITH USDOC TO
ENCOURAGE NTM PARTICIPATION.

9. VISIT LOCAL US EQUIPMENT MANUFACTURERS AND DISCUSS WAYS
TO IMPROVE US SHARE OF THE MARKET BY MARCH 31

10. CONFIRM PARTICIPATION OF AT LEAST FIVE US FIRMS/
REPRESENTATIVES IN US PAVILION AT XI INTERNATIONAL FAIR.

BY JUNE 30

11. REPORT AT LEAST 10 PUBLIC TENDERS IN THE ENERGY SYSTEMS
FIELD (SINCE JULY 1)

BM CAMPAIGN WORKSHEET NO. 2: REFINERY, GAS AND PETROCHEMICAL
PROJECTS

CAMPAIGN MANAGER:

CAMPAIGN STATEMENT: BIDS HAVE BEEN AWARDED FOR THE \$180 MILLION
TUMACO REFINERY (FOSTER-WHEELER), THE \$35 MILLION
ETHYLENE PLANT EXPANSION (LUMMUS) AND THE 100 MILLION
BARRANCABERMEJA BALANCE UNIT (TECHNOPETROL OF ITALY).

HOWEVER, CONTRACTS HAVE NOT YET BEEN SIGNED FOR THE FIRST TWO.
BIDS ARE CURRENTLY BEING REVIEWED FOR THE 15 MILLION CARTAGENA
REFINERY EXPANSION. THE MAJOR PROJECT OF THE GUAJIRA GAS FIELD
WITH TENTATIVE PLANS FOR TWO AMMONIA PLANTS AND A PIPELINE TO
BARRANQUILLA. SEVERAL SMALLER PROJECTS WILL PROBABLY BE DELAYED.
POTENTIAL MARKET: OVER \$500 MILLION. PROJECT OBJECTIVES:

MAXIMUM US PARTICIPATION IN THE SUPPLY OF EQUIPMENT AND
SERVICES.

ACTIVE EXIBANK CONSIDERATION OF PROJECTS, INCLUDING POSSIBLE
COOPERATION WITH INTERNATIONAL LENDING INSTITUTIONS.

RAPID DISSIMINATION OF PROJECT INFORMATION TO US SUPPLIERS.

PARTICIPATION IN US PAVILION AT XI INTERNATIONAL FAIR BY FIVE
US FIRMS.

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COLOMBIAN FOREIGN BUYERS GROUP TO THE INTERNATIONAL PETROLEUM
EXPOSITION (SULSA, MAY 16-22)
ACTIONS BY SEPTEMBER 30

1. PREPARE AND SUBMIT STATUS REPORT ON MAJOR PROJECTS IN
REFINERY, GAS AND PETROCHEMICAL FIELD.
2. ESTABLISH AND MAINTAIN APPROPRIATE CONTRACTS AT ECOPETROL
AND PRIVATE COMPANIES (CONTINUING).
3. ESTABLISH AND MAINTAIN CONTACTS WITH FOSTER-WHEELER AND
LUMMUS; ENCOURAGE MAXIMUM SOURCING OF EQUIPMENT FROM THE US
(CONTINUING).
4. ESTABLISH AND MAINTAIN CONTACT WITH APPROPRIATE MINISTRY

OFFICIALS (CONTINUING).

BY DECEMBER 31

5. CONTACT REPRESENTATIVES OF US FIRMS REGARDING PARTICIPATION IN US PAVILION AT XI INTERNATIONAL FAIR. WORK WITH USDOC TO ENCOURAGE NTM PARTICIPATION BY MARCH 31.

6. CONFIRM PARTICIPATION OF AT LEAST FIVE US FIRMS REPRESENTATIVES IN US PAVILION AT XI INTERNATIONAL FAIR.

7. PREPARE TWO PRESS RELEASES ON THE INTERNATIONAL PETROLEUM EXPOSITION.

8. PREPARE ONE NEWSLETTER ARTICLE ON THE INTERNATIONAL PETROLEUM EXPOSITION.

9. INITIATE DIRECT MAIL/PERSONAL VISIT CAMPAIGN TO RECRUIT FOREIGN BUYERS GROUP TO THE INTERNATIONAL PETROLEUM EXPOSITION.

BY JUNE 30

10 CONCLUDE RECRUITING OF FOREIGN BUYERS GROUP TO INTERNATIONAL PETROLEUM EXPOSITION.

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∴ CAMPAIGN WORKSHEET NO. 3: TELECOMMUNICATIONS EQUIPMENT AND SYSTEMS
CAMPAIGN MANAGER:

CAMPAIGN STATEMENT: THE MARKET FOR TELECOMMUNICATIONS EQUIPMENT IN COLOMBIA'S PUBLIC SECTOR IS EXPECTED TO CONTINUE TO EXPAND RAPIDLY. MUCH OF THE EXPANSION WILL BE FINANCED BY INTERNATIONAL LENDING AGENCIES, SUCH AS THE WORLD BANKS RECENT 15 MILLION LOAN TO TELECOM. STRONG COMPETITION CAN BE EXPECTED FROM SWEDISH, GERMAN AND JAPANESE SUPPLIERS. POTENTIAL MARKET: \$25 MILLION.
PROJECTS OBJECTIVES:

INCREASED US SHARE OF THE MARKET FOR TELECOMMUNICATIONS AND EQUIPMENT AND SYSTEMS.

\$2 MILLION INCREMENTAL US EXPORTS.

10. FOREIGN GOVERNMENT TENDRES.

SIGN FIVE US FIRMS FOR PARTICIPATION IN THE US PAVILION AT THE XI INTERNATIONAL FAIR.

REDUCED AT THE XI INTERNATIONAL FAIR.

REDUCED FOREIGN GOVERNMENT CONCESSIONAL FINANCING FOR
TELECOMMUNICATIONS PROJECTS.

COLOMBIAN ATTENDANCE AT ELECTRO-76 (BOSTON, MAY 1976)

ACTIONS BY SEPTEMBER 30

1. PREPARE UPDATED REPORT ON TELECOM'S EXPANSION PLANS
2. ESTABLISH AND MAINTAIN CONTACT WITH APPROPRIATE
OFFICIALS AT TELECOM (CONTINUING).
3. ESTABLISH AND MAINTAIN CONTACT WITH APPROPRIATE OFFICIALS
OF OTHER TELEPHONE COMPANIES (CONTINUING).
4. ESTABLISH AND MAINTAIN CONTACT WITH APPROPRIATE
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OFFICIALS AT THE MINISTRY OF COMMUNICATION (CONTINUING).

5. ESTABLISH AND MAINTAIN CONTACT WITH APPROPRIATE OFFICIALS AT
INRAVISION; COORDINATE WITH USIS (CONTINUING)

BY DECEMBER 31

6. PREPARE REPORT ON INRAVISION, INCLUDING ANY LONG-RANGE
EXPANSION PLANS.
7. CONTACT REPRESENTATIVES OF US FIRMS REGARDING PARTICIPATION
IN US PAVILION AT XI INTERNATIONAL FAIR. WORK WITH USDOC TO
ENCOURAGE NMT PARTICIPATION.
8. TAKE OPPORTUNITY AT CONSULTATIVE GROUP MEETING TO
DISCOURAGE FOREIGN GOVERNMENT CONCESSIONAL CREDITS FOR
TELECOMMUNICATIONS PROJECTS.

BY MARCH 31

9. PREPARE PRESS RELEASES ON ELECTRO-76 SHOW (BOSTON, MAY
1976).
10. PREPARE ARTICLE FOR COMMERCIAL NEWSLETTER ON ELECTRO-
76.
11. CONFIRM PARTICIPATION OF AT LEAST FIVE US FIRMS/
REPRESENTATIVES IN US PAVILION AT XI INTERNATIONAL FAIR

BY JUNE 30

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COLOMBIAN ATTENDANCE AT ELECTRO-76.

13. REPORT AT LEAST 10 PUBLIC TENDERS IN THE TELE-
COMMUNICATIONS EQUIPMENT AND SYSTEMS FIELD.

D. CAMPAIGN WORKSHEET NO 4 GENERAL INDUSTRIAL
EQUIPMENT CAMPAIGN MANAGER:
CAMPAIGN STATEMENT: ALTHOUGH BALANCE OF PAYMENTS
PROBLEMS MAY LEAD THE COLOMBIAN GOVERNMENT TO RESTRICT
TOTAL IMPORTS DEMAND FOR GENERAL INDUSTRIAL EQUIPMENT
SHOULD REMAIN STRONG. AT LEAST TWO OF THE TARGET
INDUSTRIES FOR FY-1976 CAN BE EMPHASIZED UNDER THIS
CAMPAIGN.
PROJECT OBJECTIVES:
AT LEAST 50 TRADE OPPORTUNITIES
INCREASE US SHARE OF THE MARKET BY 3-5 PERCENT.
SIGN 35 US FIRMS FOR PARTICIPATION IN US PAVILION
AT THE XI INTERNATIONAL FAIR.
ATTENDANCE AT THE FOLLOWING SHOWS: NATIONAL HARDWARE
SHOW (CHICAGO, OCTOBER) AND INTERNATIONAL AUTO
SERVICE INDUSTRY SHOW (SAN FRANCISCO, MARCH).

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A FOREIGN BUYERS GROUP TO THE TEXTILE MACHINERY

EXPOSITION (HIGHPOINT, OCTOBER).

ACTIONS

BY SEPT 30

1. CONCLUDE "DESK STUDY" TYPE MARKET RESEARCH ON TWO PROMISING SUBSECTORS OF GENERAL INDUSTRIAL EQUIPMENT.
2. PREPARE PRESS RELEASES AND NEWSLETTER ARTICLE ON NATIONAL HARDWARE SHOW (CHICAGO AUGUST 26-28).
3. CONDUCT DIRECT MAIL CAMPAIGN TO ENCOURAGE COLOMBIAN ATTENDANCE AT THE NATIONAL HARDWARE SHOW.
4. PREPARE PRESS RELEASES ON THE TEXTILE MACHINERY EXPOSITION.
5. PREPARE A NEWSLETTER ARTICLE ON THE TEXTILE MACHINERY EXPOSITION.
6. INITIATE A DIRECT MAIL/VISIT CAMPAIGN TO RECRUIT A FOREIGN BUYERS GROUP TO THE TEXTILE MACHINERY EXPOSITION.

BY DEC 31.

7. CONTACT REPRESENTATIVES OF US FIRMS REGARDING PARTICIPATION IN US PAVILION AT XI INTERNATIONAL FAIR. WORK WITH USDOC TO ENCOURAGE NTM PARTICIPATION.
8. VISIT MAJOR ASSOCIATIONS TO PROMOTE COMMERCIAL SERVICES AVAILABLE THROUGH THE EMBASSY AND CONSULATES.
9. CONCLUDE RECRUITMENT OF A FOREIGN BUYERS GROUP TO VISIT THE HIGHPOINT TEXTILE MACHINERY EXPOSITION.
10. PUBLISH AT LEAST 10 NEW PRODUCT ARTICLES IN THE COMMERCIAL NEWSLETTER.

BY MARCH 31

11. PREPARE PRESS RELEASES AND NEWSLETTER ARTICLE ON INTERNATIONAL AUTO SERVICE INDUSTRY SHOW (SAN FRAN, MARCH).

12. CONDUCT DIRECT MAIL CAMPAIGN ENCOURAGING COLOMBIAN ATTENDANCE AT THE INTERNATIONAL AUTO SERVICE INDUSTRY SHOW.

13. CONFIRM PARTICIPATION OF AT LEAST 35 US FIRMS REPRESENTATIVES IN THE US PAVILION AT THE XI INTERNATIONAL FAIR.
14. HOLD COMMERCIAL SERVICES SEMINAR IN CALI OR MEDELLIN.

BY JUNE 30.

15. PREPARE FIVE PRESS RELEASES ON US PAVILION AT THE XI INTERNATIONAL FAIR.

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16. SUBMIT AT LEAST 50 TRADE OPPORTUNITIES (SINCE JULY 1).

E. CAMPAIGN WORKSHEET NO 5 AGRICULTURAL AND FOOD PROCESSING AND PACKAGING EQUIPMENT

CAMPAIGN MANAGER:

CAMPAIGN STATEMENT: RAPIDLY INCREASING POPULATION, INCREASING PER CAPITA INCOME AND RELATIVELY BACKWARD AGRICULTURAL AND FOOD PACKAGING SECTORS CREATE THE POSSIBILITY OF LARGE INCREASES IN SALES OF AGRICULTURAL

AND FOOD PROCESSING AND PACKAGING EQUIPMENT. MOREOVER,
THE COLOMBIAN GOVERNMENT HAS ANNOUNCED PLANS TO STIMULATE
THE AGRICULTURAL SECTOR. POTENTIAL MARKET: \$20 MILLION.

PROJECT OBJECTIVES:

AT LEAST 10 TRADE OPPORTUNITIES

\$3 MILLION IN INCREMENTAL US EXPORTS

SIGN EIGHT FIRMS TO PARTICIPATE IN THE US PAVILION

AT THE XI INTERNATIONAL FAIR (JULY 1976).

COLOMBIAN ATTENDANCE AT THE NATIONAL EXPOSITION FOR
FOOD PROCESSORS (SAN FRANCISCO JAN 18-21).

15 COLOMBIAN BUYERS TO THE CALIFORNIA AGRICULTURAL
EQUIPMENT SHOW (TULARE FEBRUARY).

ACTIONS

BY SEPT 30

1. CONTACT APPROPRIATE OFFICIALS IN ICA, CAJA AGRARIA,
IDEMA AND THE MINISTRY OF AGRICULTURE (CONTINUING).
2. CONTACT APPROPRIATE REPRESENTATIVES OF THE FOOD
PROCESSING AND PACKAGING INDUSTRY (CONTINUING).
3. INCLUDE AT LEAST TWO ARTICLES ON AGRICULTURAL AND
FOOD PROCESSING MACHINERY IN THE COMMERCIAL NEWSLETTER.
BY DEC 31.

4. CONTACT REPRESENTATIVES OF US FIRMS REGARDING
PARTICIPATION IN THE US PAVILION AT THE XI INTERNATIONAL
FAIR. WORK WITH USDOC TO ENCOURAGE NTM PARTICIPATION.
5. PREPARE TWO PRESS RELEASES ON THE NATIONAL EXPOSITION
FOR FOOD PROCESSORS.
6. PREPARE ONE NEWSLETTER ARTICLE ON THE NATIONAL
EXPOSITION FOR FOOD PROCESSORS.
7. INITIATE DIRECT MAIL CAMPAIGN TO ENCOURAGE COLOMBIANS
TO VISIT THE NATIONAL EXPOSITION FOR FOOD PROCESSORS.

8. PREPARE TWO PRESS RELEASES ON THE CALIFORNIA

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AGRICULTURAL EQUIPMENT SHOW.

9. PREPARE ONE NEWSLETTER ARTICLE ON THE
CALIFORNIA AGRICULTURAL EQUIPMENT SHOW.

10. INITIATE DIRECT MAIL/PERSONAL VISIT CAMPAIGN TO
RECRUIT FOREIGN BUYERS GROUP TO THE CALIFORNIA AGRICULTURAL
EQUIPMENT SHOW.

BY MARCH 31

11. CONCLUDE RECRUITMENT OF FOREIGN BUYERS GROUP TO
THE CALIFORNIA AGRICULTURAL EQUIPMENT SHOW.

- 12 CONFIRM PARTICIPATION OF AT LEAST EIGHT US FIRMS
IN THE US PAVILION AT THE XI INTERNATIONAL FAIR.

BY JUNE 30.

13. SUBMIT AT LEAST 10 TRADE OPPORTUNITIES (SINCE JULY 1)

F. CAMPAIGN WORKSHEET NO 6 WATER PURIFICATION AND
POLLUTION CONTROL EQUIPMENT.

CAMPAIGN MANAGER:

CAMPAIGN STATEMENT: RESEARCH CONDUCTED BY THE EMBASSY

INDUCATES THAT THE COLOMBIAN MARKET FOR AIR AND WATER POLLUTION CONTROL EQUIPMENT WILL INCREASE FROM ABOUT \$4.2 MILLION IN 1975 TO \$7.3 MILLION IN 1978. THE INTRODUCTION OF A NATIONAL SANITATION CODE IN 1975 COULD STIMULATE INTEREST IN POLLUTION CONTROL MEASURES. THE COLOMBIAN GOVERNMENT IS MOVING AHEAD WITH PLANS TO INSTALL MODERN WATER SUPPLY SYSTEMS IN SEVERAL CITIES.

THIS CAMPAIGN WILL BE CONTINUED IN FY-1977.

PROJECT OBJECTIVES:

GREATER AWARENESS ON THE PART OF THE COLOMBIAN GOVERNMENT AND PEOPLE TO POLLUTION CONTROL NEEDS. SIGHT THREE FIRMS TO PARTICIPATE IN THE US PAVILION AT THE XI INTERNATIONAL FAIR. DEVELOP FIVE TRADE OPPORTUNITIES FOR POLLUTION CONTROL EQUIPMENT.

ACTIONS

BY SEPTEMBER 30

1. PREPARE ONE PRESS RELEASE ON POLLUTION CONTROL EQUIPMENT.
2. PREPARE ONE NEWSLETTER ARTICLE ON POLLUTION CONTROL OR WATER PURIFICATION EQUIPMENT.
3. PREPARE REPORT ON THE STATUS OF THE IBRD WATER SUPPLY PROJECT.

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BY DEC 30

4. CONTACT REPRESENTATIVES OF US FIRMS REGARDING PARTICIPATION IN THE XI INTERNATIONAL FAIR. WORK WITH USDOC TO ENCOURAGE NTM PARTICIPATION.
 5. PREPARE ONE PRESS RELEASE OR NEWSLETTER ARTICLE ON POLLUTION CONTROL OR WATER PURIFICATION EQUIPMENT.
- BY MARCH 31
6. CONFIRM PARTICIPATION OF AT LEAST THREE US FIRMS IN THE US PAVILLION AT THE XI INTERNATIONAL FAIR.
 7. PREPARE ONE PRESS RELEASE OR NEWSLETTER ARTICLE ON POLLUTION CONTROL OR WATER PURIFICATION EQUIPMENT.
- BY JUNE 30.

8. PREPARE TWO PRESS RELEASES ON POLLUTION CONTROL OR WATER PURIFICATION EQUIPMENT.
 9. SUBMIT FIVE TRADE OPPORTUNITIES FOR POLLUTION CONTROL OR WATER PURIFICATION EQUIPMENT (SINCE JULY 1).
2. NAMES OF CAMPAIGN MANAGERS WILL BE SUBMITTED AT A LATER DATE.
3. POST VIEWS ABOVE CAMPAIGN PROPOSALS AS SUBJECT TO EXTENSIVE REVISION AT SUCH TIME AS DETAILS OF USDOC EVENTS PROGRAM FOR FY-1976 ARE AVAILABLE.

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